

Hayden Braddock new CEO of Tourism Radio

Co-founder and MD of Tourism Radio New Zealand, Hayden Braddock has taken up the role of CEO at Tourism Radio.

Allewell says, "After eight years, I have decided to hand over the reins to my co-founder. I plan to take a year's sabbatical with my new family to explore the world, starting from 1 February 2014 and look forward to watching Braddock take the company to new heights."



Hayden Braddock (left) and Mark Allewell (right) at TourismRadio New Zealand

Retaining a prominent position

Allewell will retain his business interests in Tourism Radio and continue to offer strategic and advisory support. As of 1 November this year, Braddock officially assumed the position of CEO while remaining based in New Zealand as MD, where he will also oversee operations in South Africa and Spain.

Although he will be leaving the company from a day-to-day operational capacity, he will hold a prominent position on our advisory board and we will have access to his wealth of knowledge.

Transition to CEO

Under Braddock's leadership, Tourism Radio New Zealand has become a recognised travel brand, achieving year-on-year business growth of more than 30%. He has also played a pivotal role in forging the company's lasting partnership with Tourism Holdings, Australasia's premier tourism company.

The transition for Braddock to the role of CEO has been planned for the last 18 months and Francesco Stemmet, who has assumed the GM role of Tourism Radio South Africa, will assist him. Stemmet has been with the company for the past five-and-a-half-years.

For more information, go to www.tourismradiocityguide.com.